

SOCIAL MEDIA POLICY

INTRODUCTION

The policy provides guidelines for the use of social media by Old Marston Parish Council ("Council") members, officers and employees.

1. SOCIAL MEDIA POLICY

- 1.1. The council use the social media platforms Twitter, Facebook, Instagram and YouTube. These are some of the ways in which to communicate with residents, groups and partner agencies.
- 1.2. The council will always try to respond to messages and queries as quickly as possible.
- 1.3. The council welcomes comments from local people but reserve the right to remove posts or comments that do not meet our guidelines, set out below.
- 1.4. It is the responsibility of the clerk of the council to maintain the council's social media presence.
- 1.5. members may respond to social media comments where an immediate response is required or deemed necessary; however, they should indicate where the council has yet to take a decision on any matters raised. The member should then report this response to the clerk of the council.

2. 'LIKING' AND 'FOLLOWING'

The council will make positive use of social media to keep residents and groups updated with details of current services, events and facilities and other relevant useful information. The council do not undertake to follow or connect with all of those who contact the council via social media. If the council do engage with individuals or groups via social media, it does not imply that the council necessarily endorse or support them.

3. MONITORING ACCOUNTS

The council would expect that comments posted on its social media pages will:

- 3.1. be polite and relevant.
- 3.2. not be repetitive.
- 3.3. not promote political parties.
- 3.4. not publicise personal information of those posting or others.
- 3.5. not advertise specific products or services.
- 3.6. not be unlawful, libellous, threatening, obscene or offensive.
- 3.7. Any comments posted deemed to be libellous, threatening, obscene or offensive will be removed.
- 3.8. Repetitive postings deemed as libellous, threatening, obscene or offensive may result in individuals being blocked from the council social media account.

4. WEBSITE

- 4.1. The council runs a website to inform residents, and groups. It will endeavour to ensure that all items, material and content on its website are accurate and in good faith.

- 4.2. It is the responsibility of the social media committee to maintain the website with respect to structure and areas of content.
- 4.3. It is the responsibility of the clerk of the council to keep the website updated with relevant information and changes to content.

Adopted:	Minute Reference	Signed by Chair
16 th May 2022	22/05/20	Duncan Hatfield
15 th May 2023	23/05/19	Duncan Hatfield
May 2024		